



# UNITED STATES AIR FORCE BAND OF THE GOLDEN WEST

470 Airman Drive Travis Air Force Base, CA 94535-2867 (707)424-3197 (DSN)837-3197 FAX(707)424-1153/4478

[www.travis.af.mil/pages/band](http://www.travis.af.mil/pages/band)

## **IMPORTANT INFORMATION**

Dear Sponsor,

Due to frequent changes in personnel and scheduling, we need your help in **insuring that only accurate and current publicity materials are used for advertising.**

- Please call Airman First Class Anne Epperly, Media Relations Representative (707) 424-3962/3197, to confirm your receipt of this package.
- **USE ONLY the materials in this package, unless we have talked with you directly and have informed you otherwise.**
- **Promotional information** (press release, featured soloist pictures/bios, logos, posters, etc) will be sent to you 3-4 weeks prior to the concert date.
- A **complete printer package**, including all printed program materials, will be sent to you approximately 2-3 weeks prior to the concert date. Should a delay occur, we will notify you by phone as to the expected arrival date. **Please insure that we have your street address in case we need to Fed Ex materials to you.**
- An interview with Major Douglas C. Monroe, commander and conductor, can be arranged by calling the Band Media Relations section at (707) 424-3962/3197. Please call at least two weeks prior to the scheduled performance date. If you require other information for an editorial please contact A1C Epperly.
- We encourage you to have an arts reviewer from your local newspaper in attendance.
- Please send at least six (6) copies of advertisements, tickets, programs or other publicized information directly to our Media Relations section at the above address.

Thank you,  
Anne M. Epperly, A1C, USAF  
Media Relations Representative



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## **SPONSOR INFORMATION GUIDE**

The United States Air Force Band of the Golden West is preparing perform in your community. As our sponsor, you will obtain the best possible concert site, inform the citizens in your area of the Band's appearance through active publicizing of the event, print tickets and a quality program, and maintain control of the free admission tickets.

This guide is designed to combine our efforts in accomplishing this goal.

Questions not answered by this guide should be directed to:

**SSgt Lindsey Bartlett, Operations Representative  
United States Air Force Band of the Golden West  
470 Airman Drive  
Travis AFB, CA 94535  
(707) 424-8773**

or

**SrA James Doyle, Operations Representative  
United States Air Force Band of the Golden West  
470 Airman Drive  
Travis AFB, CA 94535  
(707) 424-8772**

## **PUBLIC SERVICE CONCERTS**

These concerts are presented as a public service to the community. They must be free of charge and open to the general public, regardless of race, color or national origin.

## **AIR FORCE POLICY ON EXPENSES**

Under the policy now in effect, the United States Air Force defrays all expenses incurred in travel, such as transportation, housing and meals. There is no performance fee for the United States Air Force Band of the Golden West. **Any other costs, such as auditorium rental, lighting, heating, printing of programs and tickets, janitorial fees, cost of hiring union labor when required, etc., are the responsibility of the local authorities or sponsor(s).** These cannot be paid for by the United States Government.

## **CONCERT SITES**

Ideally, the concert site should be an auditorium seating at least 1000 with a stage providing a performing area **at least 40 feet wide by 36 feet deep**. Smaller concert sites will be considered.

Since auditoriums are often scheduled a year in advance, it is important that the auditorium be secured as soon as possible. The auditorium should have a permanent stage, although gymnasiums or auditoriums with portable stages will be considered.

Further information on concert sites can be obtained from the Stage Manager's Guide.

## **IMPORTANCE OF THE SPONSOR**

Your importance as a sponsor cannot be overemphasized. In addition to making arrangements for the theater, programs and tickets, the sponsor has a great responsibility in promoting the concert. Newspapers, television stations, etc., should be contacted for their support and a follow-up made to gauge that support.

## **PROMOTIONAL MATERIALS**

The promotional materials you receive from the Band are general in nature. We believe the best system is to supply you with the facts and let you adapt them to your local area. More materials are available from the Band upon request.

## **PROMOTION**

Your local media can be a valuable tool in building a successful concert.

An effective way of informing the public of the concert is through a full-page ad in one or more of the local newspapers. Newspaper sponsors have provided this service in the past. Local merchants and service clubs have also been a source of advertising sponsorship. An ad paid for by the local merchants may state that the ad was paid for as a community service. It must not give the impression that the Air Force endorses their business. It is strongly recommended that at least one full-page ad be used to begin the newspaper campaign.

Additional media can be integrated through the use of a news release. Sunday supplements are widely read and a picture story just before the concert will provide an excellent opportunity for many to learn of the concert.

A television promotion campaign is every bit as effective as a newspaper if similar guidelines are used. Spots should be timed to occur during prime viewing hours and often enough that there will be an impact.

**All radio and television spots used for our concerts are considered to be public service announcements.**

The following is a sample outline which you can adapt to your promotional campaign.

***ALL ADS SHOULD CONTAIN "UNITED STATES AIR FORCE"  
AND THE "UNITED STATES AIR FORCE BAND OF THE GOLDEN WEST"***

# **TIMELINE**

<u><b>3 weeks prior to concert</b></u>	Full-page ad with pictures and a ticket coupon. The ad should state that there will be a concert by the "United States Air Force Band of the Golden West" in your community, giving time, location, the fact that admission is free, how tickets may be obtained, etc.
<u><b>2 weeks prior to concert</b></u>	Two general announcements stating there will be a concert by the United States Air Force Band of the Golden West and include information used in the full-page ad. Include a
<u><b>7 days prior to concert</b></u>	Story on the history of the Band. Story on the soloist listed on the program, including pictures from the publicity kit. Run an ad on the entertainment page including a coupon for ticket requests.
<u><b>6 days prior to concert</b></u>	Ad on the entertainment page including a coupon for ticket requests.
<u><b>5 days prior to concert</b></u>	Feature story on the Band plus an ad on the entertainment page including a coupon for
<u><b>4 days prior to concert</b></u>	Feature story with pictures plus an ad on the entertainment page. State that it is too late for write-in ticket requests. Indicate name, address and phone number of ticket control
<u><b>3 days prior to concert</b></u>	Story on local area person who is a member of the Band. Use pictures and run an ad on
<u><b>2 days prior to concert</b></u>	Picture and feature story on the Band's Commander/Conductor. Run an ad on the entertainment page indicating where tickets may be picked up.
<u><b>1 day prior to concert</b></u>	List the program. Stress again that this is a free admission cultural event presented to your area by the United States Air Force through the local sponsor. Give all the details again. Run a picture of the Band with an large ad on the entertainment page. Indicate where tickets
<u><b>Day of concert</b></u>	General news story stressing that the concert is free. Run a picture of the Band. One final ad on the entertainment page. <b>If all tickets have been distributed</b> , run an ad containing the following:

## **"THERE'S STILL A CHANCE TO HEAR THE BAND"**

***"Although no tickets are left for the free concert tonight at (auditorium) sponsored by (sponsor), music fans who did not get tickets may still have a chance of being admitted by being at the concert site 10 minutes prior to concert time. If there are any vacant seats at that time, people will be admitted without tickets."***

As you can see, there should be a heavy saturation of publicity for the concert. **We have found that if this schedule is followed, a full house is virtually guaranteed.**

Here are additional things which you can do to bring your message to all of the people in your community:

1. Advertising firms have provided billboards for use in the promoting of the concert.
2. Many hotels and motels in which the Band has stayed have advertised the Band's appearance on their marquees.
3. TV stations have sent cameramen to shoot film of the Band's arrival to use on the evening news.

## **Interest Must be maintained through the day of the concert to ensure that every seat filled.**

In the past, some concert sponsors have been concerned with having to turn people away because all the tickets are gone several days before the concert. They have, in the last few days, relaxed their efforts to attract people to the concert. When this has happened, several hundred seats were unoccupied at concert time.

**While a formal report is not required, we would appreciate being apprised of your promotional efforts. Please save copies of the ads, programs, and tickets for us.**

## **MAYOR'S PROCLAMATIONS**

It is always beneficial to have the city and community officially behind your promotional efforts. The mayor and city council may be personally requested to put their official influence behind this cultural gift to the citizens of their city. One effective way is to have the mayor declare the concert date **"UNITED STATES AIR FORCE BAND OF THE GOLDEN WEST DAY"** and publish an official proclamation in the newspapers. In some cases the mayor and city council may wish to present the Band with the key to the city. The presentation can be scheduled during the concert.

## **PRINTED PROGRAMS**

Obtaining a quality printed program is the responsibility of the sponsor. A program printer's guide has been provided. **Camera ready artwork copies of the pages for the printed program**, including our current personnel roster and concert repertoire will be sent to you before the concert date.

## **TICKETS**

Tickets of admission should be printed for each concert. Printed tickets will provide crowd control and will enable the sponsor to have a more accurate idea of how the promotional campaign is progressing. These tickets *SHOULD NOT* be numbered. Free tickets will not be taken for granted if some effort is made to obtain them.

**Print and distribute 33-1/3% more tickets than the auditorium has seats.** Even when free tickets are evenly distributed, only about 75% of the ticket holders attend the concert, so by "overbooking" we can be assured of a full house.

We have found that the best way to give tickets out and to monitor their distribution is to use a request by mail system. Limit distribution to four (4) tickets per request. When tickets are free, people tend to ask for more than they need. If you wish to distribute tickets from a central point, please confine it to one or two locations. We have found that if the tickets are too available, they will be picked up and not used. This is also true of giving tickets to large groups to be distributed to their membership. **If you do give a block of ten (10) or more tickets to an organization, keep track of their distribution.** As concert time draws near, inquiries can be made to determine whether there might be some tickets which will not be used and could be returned. These returns can be mailed out to others who have requested tickets.

**All write-in requests for tickets should be answered either with tickets or a letter of regret stating that the supply has been depleted and that they still may hear the concert if seats are available at concert time.** Tickets of admission should be honored up to fifteen minutes before the concert is scheduled to begin. Then, space permitting, seating should be open to anyone ten minutes prior to the start of the concert, with or without tickets. **For a concert that begins at 8:00 P.M., for example, the following should be printed on your tickets in small print:**

"TICKET HOLDERS ARE REQUESTED TO BE SEATED BY 7:45 P.M.

DOORS WILL BE OPENED TO THE GENERAL PUBLIC AT 7:50 P.M."

Sample tickets from previous concerts have been provided for your guidance.

## **PLEASE DO NOT PRINT THE SAMPLES.**

### **USHERS**

While seating will be on a non-reserved basis, the sponsor should provide people to take tickets and distribute programs. Local Boy Scout troops and ROTC units have given their support in the past.

### **V.I.P. RESERVED SECTION**

You may wish to have a special reserved section for certain dignitaries, and we encourage you to do so. However, the larger the section the more difficult it is to control.

### **INTRODUCTION OF THE BAND**

Since the Band has a special opening production, there will be no requirement for an introduction. If a local official wishes to publicly thank the Band for appearing, let us know before the concert begins, and we can arrange it.

### **THANKS**

Putting together a concert is a big job and your efforts are greatly appreciated. Thank you in advance for your hard work. If there are any problems or questions, feel free to contact us. We hope this guide will help you to make the concert a rousing success!



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### **STAGE MANAGER'S GUIDE**

The United States Air Force Band of the Golden West is preparing to perform at your theater. As stage manager you can give invaluable assistance in presenting our concert. We will need your experience and expertise to make the performance an enjoyable event for your audience and to give our band members a professional atmosphere in which to perform.

The following guidelines are our requirements for staging a concert by the United States Air Force Band of the Golden West. If you have any further questions please feel free to contact the sponsor or call

**SSgt Lindsey Bartlett, Operations Representative  
United States Air Force Band of the Golden West  
470 Airman Drive  
Travis AFB, CA 94535  
(707) 424-8773**

or

**SrA James Doyle, Operations Representative  
United States Air Force Band of the Golden West  
470 Airman Drive  
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## **STAGE REQUIREMENTS**

1. **Stage Dimensions:** A stage with a performing area of at least 40 feet wide by 36 feet deep.

2. **Electrical Power Outlets/Requirements:** The stage must be supplied with a minimum of four (4) 115 VAC/15 Amp, individually circuit breaker protected circuits. (Standard three prong grounded wall outlets) These outlets must be located within 25 feet of the stage (if possible.) It would be helpful to have a building custodian or someone familiar with the electrical service present to assist during setup. Our audio technician must have access to the Electrical Service (Circuit Breaker Panel) at all times during the setup, performance and tear down.

3. **Stage Cleaning:** The stage should be cleaned, cleared and swept prior to the arrival of the Band's set-up crew to avoid conflicts with equipment set-up.

4. **Seating for the Band:** The band will need 45 - 50 chairs without arms. Band personnel will arrive to arrange them.

5. **Acoustical Shell:** Will be used if available and determined necessary by band personnel.

## **LIGHTING REQUIREMENTS**

1. A lighting engineer should be provided by the sponsor and should meet with the Band Operations Representative approximately 1 1/2 hours prior to the concert to discuss lighting requirements. (Arrangements may be made to discuss this at an earlier time.)

2. The stage lights should be white overhead lights and be bright enough to read newspaper print without difficulty. Lighting intensity should be the same on every point of the stage. This should be done prior to the set up. Footlights are not needed.

3. Spotlights may be used if available. They should be white light only. Follow spots and their use will be discussed with the lighting engineer when the Band arrives for set-up.

4. Houselights should be dimmed during the performance.

## **AUDIO SYSTEM REQUIREMENTS**

The Band carries its own mobile sound system and will not need any support in this area. However, if your hall has a professional quality house system our Audio Technician may contact your audio personnel to discuss its possible use.

## **DRESSING, WARM -UP, STORAGE AND RESTROOMS**

1. The Commander/Conductor of the Band should be provided with a private dressing room that includes a mirror and clothes rack.

2. Separate changing facilities should be available for 30 men and 15 women. These should have clothing racks from which to hang uniforms, a few chairs to sit in and a full length mirror if possible.

3. A separate large room should be provided (out of hearing range of the stage and auditorium) for the musicians to warm-up their instruments and for use as a storage room for empty instrument cases, etc. This room should either be locked or protected by a security guard when not occupied by Band members.

4. Two restrooms (one for men and one for women) should be available for use by Band members.

## **ARRIVAL AND SET UP**

The Band loading and set-up crews will arrive approximately 3 - 3 1/2 hours before the concert or mid-morning the day of the performance (this timeframe will be set up via conversations with the Operations Rep.) At this time, the Operations Representative will discuss spotlight use and any other pertinent subjects with the Stage Manager.



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## **PRINTER'S GUIDE**

The United States Air Force Band of the Golden West is preparing to perform in your area. As sponsors, you have the responsibility of printing tickets and providing a quality program. *PLEASE DO NOT MIMEOGRAPH TICKETS OR PROGRAMS.* Sample programs from past concerts are enclosed in this sponsor kit. *PLEASE DO NOT PRINT TICKET OR PROGRAM SAMPLES.* Information and camera ready artwork needed to print the program will be sent approximately 2-3 weeks prior to the concert date. This timeframe may vary on factors such as: additional information that you would like included in the program or program changes. If there is a delay in sending you the camera-ready program, we will contact you by phone to inform you when to expect it. Air Force Policy prohibits advertising in the program. Business firms and individuals who contribute towards the cost of printing can be listed as donors, and their valuable assistance can be acknowledged from the stage.

## **TICKETS**

1. Tickets may be of any size and design the sponsor chooses. **We encourage use of the Band logo.**
2. The ticket should include the following information:
  - a. Name of the group, the **United States Air Force Band of the Golden West from Travis AFB, California**
  - b. Date of performance - please include year (i.e. Tuesday, January 19, 1991)
  - c. Time and location of the event
  - d. "Ticket holders are requested to be seated by (15 minutes prior to concert time.) Tickets will not be honored after that time. Doors will be opened to the general public at (ten minutes prior to concert time)."
  - e. The sponsor(s) may also be identified.
3. Sample tickets have been provided as examples.  
**PLEASE INSURE THAT THE CORRECT NAME OF THE BAND IS LISTED ON THE TICKETS**

**United States Air Force Band of the Golden West**



## **PRINTING GUIDELINES FOR PROGRAMS**

1. The paper may be of any quality and color. The sponsor may also choose the number and colors of ink.
2. The paper size should be approximately 8 1/2" x 11", which can be folded into booklet form providing at least four pages.
3. The first or cover page must contain the following information:
  - a. The name of the group, the United States Air Force Band of the Golden West
  - b. The date to include day, month, date and year
  - c. The time and location of the event
  - d. The sponsor or sponsors' name or logo

*\*\*Camera-ready artwork for the program has been or will be provided. Sample programs have also been included to give you some guidelines. You are not limited to this example for color and paper. If you would like to create your own cover, please feel free to do so, however, if you change the cover we ask that you fax us a copy of the artwork for approval before printing.* The program camera ready artwork you are being sent is the way we want the program printed. If you would like to include information that you haven't sent to us ahead of time, please insert pages into the program. **Photographs to be used in the program will be sent with the camera ready program.**

4. The second, third, fourth, fifth, and sixth pages should contain some or all of the following:
  - a. Program
  - b. Personnel list
  - c. Commander's biography
  - d. Organizational biography
  - e. Soloist's biography (featured instrumentalist or vocalist), when applicable
  - f. Commander's picture
  - g. Soloist's pictures
  - h. Audition information
  - i. Information on the band
  - j. Thank you's

**IF YOU HAVE ANY QUESTIONS OR ENCOUNTER ANY PROBLEMS IN PRINTING THE TICKETS OR PROGRAMS - PLEASE CALL US BEFORE YOU PRINT THEM.**



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## RADIO SPOTS

### **10 SECOND SPOT**

The United States Air Force Band of the Golden West will present a free concert on

\_\_\_\_\_ (Day and Date) in \_\_\_\_\_ (City) at \_\_\_\_\_ (Auditorium) at \_\_\_\_\_ (time).

For details call \_\_\_\_\_.

### **15 SECOND SPOT**

Music will fill the air of \_\_\_\_\_ (auditorium) on \_\_\_\_\_ (day and date) at \_\_\_\_\_ (time)

when the United States Air Force Band of the Golden West presents a free concert in the

\_\_\_\_\_ (city) area. For details call \_\_\_\_\_.

### **20 SECOND SPOT**

The United States Air Force Band of the Golden West will present a free concert in \_\_\_\_\_ (city) on (Day and Date) at \_\_\_\_\_ (Auditorium). Major Douglas C. Monroe, commander and conductor of the "United States Air Force Band of the Golden West," has selected a program that will please all musical tastes. For free tickets write or call \_\_\_\_\_.

### **30 SECOND SPOT**

The United States Air Force Band of the Golden West will present a free concert in \_\_\_\_\_ (city) on (day and date). The "USAF Band of the Golden West," under the direction of Major Douglas C. Monroe, will provide a varied and enjoyable program for all ages. The refreshing sounds of the forty-piece concert band can be heard at \_\_\_\_\_ (time) in \_\_\_\_\_ (auditorium). For free tickets, send a self-addressed, stamped envelope to: \_\_\_\_\_ or call \_\_\_\_\_.